

METHOD AND SYSTEM TO DEFER TRANSACTIONS CONDUCTED
VIA INTERACTIVE TELEVISION

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ABSTRACT OF THE DISCLOSURE

10 A viewer can initiate and then defer a transaction conducted via an
interactive television system. The transaction can involve obtaining information or
ordering goods or services available from a network, such as the Internet, that is
accessible via the interactive television system. As an example, while the viewer is
watching a television commercial on a first screen, the viewer can begin a
transaction to order a product advertised in the commercial on a second screen. If
for some reason the viewer does not complete the transaction by the time the
15 commercial has finished broadcasting, the viewer can complete the transaction at a
later time. A user input device is useable to initiate the transaction, to store
information related to the transaction, and then to use the stored information to
complete the transaction if the transaction has been previously deferred.

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